Rubin Exhibit 14

From: "Diamond, Brian" <Brian.Diamond@mtvstaff.com>
Date: Wed, 23 Aug 2006 11:38:15 -0400
To: "Craig Borsari" <cborsari@ufc.com>, "Chris Blechschmidt" <chris@ufc.com>
Cc: "Kay, Kevin" <Kevin.Kay@spiketv.com>, "Dana Blackberry" <dana@ufc.com>, "Farrell, Steve" <Steve.Farrell@spiketv.com>, " Symuleski, Peter V - SpikeTV" <Peter.Symuleski@mtvn.com>
Subject: RE: episode 402 on thursday night

Craig/Chris,

Steve Farrell our VP Digital Media has the clip for you. fyi--In light of the fact that the goal is to make it looked "hijacked" we won't blur the round number on the clock. Steve actually suggested we throw (if technically possible) visual time code on it to add to the "hijacked" effect.

Liaise with Steve on format, but he has the clip ready to go. We feel the length is appropriate to get the point across, but if you want to cut it shorter, we'e cool with that too.

Thanks...this is going to be great!

Brian J. Diamond
SVP Sports and Specials
Spike TV
1775 Broadway-10th floor
NY, NY 10019
212-767-8667

>----------
>From: Chris Blechschmidt
>Sent: Wednesday, August 23, 2006 10:37 AM
>To: Craig Borsari; Diamond, Brian
>Cc: Kay, Kevin; Dana Blackberry
>Subject: RE: episode 402 on thursday night
>
>I have our viral marketing company on standby - when we get the clip they will post it on Youtube and other video websites, then hammer msg boards (posing as fans) with links to the videos.
>
>
>-----Original Message-----
>From: Craig Borsari
>Sent: Tue 8/22/2006 10:56 PM
>To: 'Diamond, Brian'
>Cc: Kay, Kevin; Chris Blechschmidt; Dana Blackberry
>Subject: RE: episode 402 on thursday night
>
>I talked to Dana about this and he's all for it as long as we do the following:
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>
>* Limit the length of the clip so it's as short as possible yet still effective.
>* Keep the viral buzz on sites other than Spike's and UFC's websites (including TUF.com).
>* Dana wants the clip to look as though it was leaked out by production instead of purposely placed by Spike or the UFC.
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>I will be traveling tomorrow so please follow up with Chris Blechschmidt in the morning to implement.

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>Thanks,
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>Craig
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>_____
>
>From: Diamond, Brian [mailto:Brian.Diamond@mtvstaff.com]
>Sent: Tuesday, August 22, 2006 12:58 PM
>To: Craig Borsari
>Cc: Kay, Kevin
>Subject: FW: episode 402 on thursday night
>Importance: High
>
>
>
>I know Dana is taking a rare day of family time...but wanted to get your take on this asap. We'd like to get a clip on asap. I know he usually defers to Craig for things like this for TUF, but I know you guys have particular issues as it pertains to Youtube, so I wanted to get your vibe on distribution asap. How do you feel about iFilm, Spike.com and ufc.com distributing a clip 30-60 seconds of Dewees vs. Ray? (fyi--MTV Networks owns iFilm, so we have influence there on managing the process).
>
>Also, did you see the "Crank" spot I sent you yesterday with Jason Straitham. If you need me to send again, no prob.
>
>I know you're probably up to your eyeballs today, so we can talk Army/Miramar tomorrow if you like.
>
>Thanks Craig,
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>BD
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>
>
>Brian J. Diamond
>SVP Sports and Specials
>Spike TV
>1775 Broadway-10th floor
>NY, NY 10019
>212-767-8667
>
>----------
>From: Craig Piligian
>Sent: Monday, August 21, 2006 11:32 PM
>To: Diamond, Brian; dwhite@ufc.com; dana@ufc.com; [redacted]
>Cc: cborsari@ufc.com; Kay, Kevin
>Subject: Re: episode 402 on thursday night
>
>Absolutely. We. Will support. All that you need. Great idea.>
>-----Original Message-----
>From: "Diamond, Brian" <Brian.Diamond@mtvstaff.com>
>Date: Mon, 21 Aug 2006 22:15:03
>To:<dwhite@ufc.com>, <dana@ufc.com>, [redacted]
>Cc:<cborsari@ufc.com>, "Kay, Kevin" <Kevin.Kay@spiketv.com>

>Subject: episode 402 on thursday night
>
>The fight on Thursday night is one of the most incredible fights we've seen in a UFC fight. Those who have screened the show have been blown away.
>
>
> We have an idea we'd like to run by you. We think we should do something viral to get people to the fight on Thursday night. This would be unprecedented for the series and would most definitely boost interest.
>
>
> So here goes. Obviously we won't show a fight finish, but we distribute a clip of 402's "bloody brawl" as a tease to watch the entire fight. We could do this via a "Youtube" or our own "iFilm". Or it could go on ufc.com and/or spike.com. The only reason we're suggesting the first two options is that vast number of uniques they get. Let us know your thoughts and we'll take action asap.
>
>
> Also, press has lined up Gideon Ray to do an interview on Q104 on Thursday. Again, not giving anything away, but David Schwarz feels it will drum up even more interest if Gideon can say "yeah, check out my fight tonight on Ultimate Fighter. Can't tell you what goes down, but if you miss it, you'll regret it". Dave feels if he can SAY he's fighting on "tonight's Ultimate Fighter" it will be big for promotion of the show.>
>
>
> Let us know your thoughts as soon as possible.
>
> Thanks,
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> BD
>
> Brian J. Diamond
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